

Ford Motor Company – SWOT Framework Analysis

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Abstracts

Ford Motor Company, generally referred to simply as Ford, is a leading US-based automobile manufacturer. The company sells automobiles as well as commercial vehicles under the brand names of Ford and Lincoln. Lincoln is the brand name of its luxury cars.

Aruvian Research analyzes the Ford Motor Company in a SWOT Framework Analysis. SWOT Analysis, is a strategic planning tool used to evaluate the Strengths, Weaknesses, Opportunities, and Threats involved in a project or in a business venture. The aim of any SWOT analysis is to identify the key internal and external factors that are important to achieving the objective. SWOT analysis groups key pieces of information into two main categories:

Apart from the SWOT analysis, the report includes a brief profile of the company as well.

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